

- **ENTREPRENEURSHIP:**

ONE ROAD TO RECOVERY

- **Why self-employment is a viable option for consumers**
- Meet MH

Aspiring artist

- Derives joy and self esteem through his art
- Seeks to share his art

Budding entrepreneur

- Has a vision
- Wants to make money
- MH's Situation

- Can MH Succeed in His Business Enterprise?

What the Docs see:

- Long term forensic patient
- History of “non-compliance”
- Low functioning level
- Limited social skills
- Unrealistic expectations

- **Passion**
- **Vision**
- **Belief in self**
- **Goal-oriented**
- **Creativity**
- **Dissatisfied w/ status quo**
- **Strengths-based**
- **Hope**
- **Self-directed**
- **Empowerment**
- **Individualized**
- **Non-linear**

- **Benefits of Consumer-Operated Businesses**

- Work goals defined according to dreams, interest and skills.
- Independence and freedom.
- Enhanced opportunities for valued social roles and career advancement.
- Greater access to achieve economic and social independence.

- Creativity enhanced through work.
- Environments of mutual support, understanding, and responsibility.
- Lack of discrimination in work environments
- **Consumer-Run Business Enterprises**
 - Businesses in which consumers take the leadership and have control over the business planning and set up, development of policies and procedures, oversight, day-to-day operations, staffing, etc.
 - Businesses that are at least 51% owned and/or overseen (i.e., board composition) by consumers.
- **Models for Self-Employment**
 - Sole Proprietorship
 - Partnership
 - Corporation

- For profit
 - Not for profit
- Social Enterprises/For Profit & Non-Profit Hybrid Models
- Examples of Consumer-Run Business Sectors
 - Products/services for open market.
 - Product/services for other consumers.
 - Products/services for publicly-funded systems or health care-related systems.
 - Subcontract services, either in open market or for other consumers/publicly funded/health care-related systems.

...But, they may fail to succeed due to inadequate strategic/business planning!

- Barriers to Entrepreneurial Success

Lack of technical assistance (TA)/
knowledge about affordable TA resources.
Lack of fiscal know-how/management skills
Difficulty obtaining start-up costs
Lack of Mentoring
Lack of a business plan
Credit-worthiness issues
Lack of a marketing plan

- **Additional Barriers for
Consumer Entrepreneurs**

Financial disincentives
Variation across state VR policies regarding self-
employment
Lack of encouragement
Lack of knowledge regarding community resources
available for start-up business ventures
Lack of access to successful mentors who are
consumers or understanding of unique barriers
Discrimination/Internalized stigma
Lack of networks/ networking know-how

- **How to Support Consumer
Entrepreneurs?**

First and Foremost:

“Self belief has more significance than diagnosis, the presence or absence of symptoms of ill health, or history of hospitalization. Also, relevant to our debate, self belief *can* be fostered and encouraged by mental health professionals and employment support workers. It can be acquired (and lost) through their influence.”*

- **Other Strategies**
 - Educate mental health/voc rehab providers on the important role that self-employment may play for consumers.
 - Provide on-going training for consumers, providers of mental health and vocational rehabilitation services, and the broader business community on stigma/discrimination and ways to overcome these barriers as they relate to employment and self-employment for mental health consumers.
 - Provide support and encouragement to those consumers with self-stated goals of entrepreneurship.
- **Other Strategies, cont’d**

- Identify resources, both local and national and including Federal programs and tools, to aid consumer understanding of processes and necessary steps for planning to launch a business activity.
- Create local community resource kits for consumers interested in starting their own businesses, whether for profit or not-for-profit.
- Educate consumers/providers on incentives related to benefits planning and employment/self-employment.
- **Other Strategies, cont'd**
 - Assist consumer in the business and financial planning side of entrepreneurship as a business activity rather than a strictly rehabilitative activity.
 - Link consumers with peer-developed entrepreneurial technical assistance and models of successful self-employment to serve as guides and mentors.
 - Build self-employment into the structure and supports of Supported Employment programming

to meet the needs of consumers interested in starting their own businesses.

- **Other Strategies, cont'd**
 - Develop mutual self-help groups for consumers engaged or planning for self-employment.
 - Understand and be knowledgeable of Medicaid Buy-in opportunities to allow consumers interested in self-employment the option of keeping their health benefits as they launch their businesses.
 - Develop pilot studies on entrepreneurship for mental health consumers to create the evidence base for successful self-employment strategies.
 - Enhance understanding and use of micro-enterprise fundamentals to facilitate self-employment for mental health consumers.
- **Entrepreneurship Is a Valuable Recovery Tool for Some Consumers**
 - Planning and self direction are common ingredients for both recovery and entrepreneurship.
 - Empowerment is embodied in the ability to manage risk—whether related to health or to

business— and to identify opportunities for growth.

- Helping consumers interested in self-employment actualize their goals can be an effective engagement tool for recovery.
- There is great overlap between recovery principles and entrepreneurial traits for consumers who want to start their own businesses.
- Recovery builds on identifying/using support systems that are compatible with the development of business and support networks necessary for entrepreneurship.

- **Articles/Publications**

- Allen, J. and Granger, B. “Consumer-Run Entrepreneurial Businesses: Issues and Opportunities,” in D. Moxley, C. Mowbray, C. Jasper and L. Howel (Eds.) *Consumers as Providers in Psychiatric Rehabilitation Services*, Columbia, MD., 1997.
- Arnold, Nancy and Ipsen, Catherine. “State Self-Employment Models: A Decade of Change.” <http://rtc.ruralinstitute.umt.edu/SelEm/FinalReport/StateSelfEmploymentPolicies.htm>.
- Blake, M. & Smith, E. “*Entrepreneurship Initiative Report on Path to Recovery: Strengths, Barriers*

and Recommendations. Consumer Action Network. Washington, DC., 2008.

- Doyel, Alice Weiss. Small Business Ownership and Whole Business Accommodations.”
<http://www.diversityworld.com/Disability/selfempl.htm>.

- **Articles/Publications, cont'd**

- Grove, B. & Membrey, H. “Sheep and goats: new thinking on employability” in Grove, B., Secker, J. & Seebohm, P. (2005). *New Thinking about Mental Health and Employment* Oxford: Radcliffe Publishing. 2005.
- Hallam, Sophy and Patience Seebohm. “What makes an entrepreneur?” July 17, 2007.
<http://www.cadenceworks.co.uk/news-views/2007/what-makes-an-entrepreneur>

- National Institute on Disability and Rehabilitation Research (1992). Strategies to Secure and Maintain Employment for People with Long-Term Mental Illness, Consensus Statement. 1 (3). 21-23. Washington, DC.

- **Articles/Publications, cont'd**

- SAMHSA. *Supported Employment: A Guide for Mental Health Planning & Advisory Councils*.

Substance Abuse and Mental Health Services Administration, Center for Mental Health Services. 2003.

- Shaheen, G., Williams, F., and Dennis D., eds. *Work as a Priority: A Resource for Employing People who Have a Serious Mental Illness and who are Homeless*. DHHS Pub. No. SMA 03-3834. Rockville, MD: Center for Mental Health Services, Substance Abuse and Mental Health Services Administration, 2003.
- U.S. Department of Labor, Office of Disability Employment Policy. Small Business and Self-Employment for People with Disabilities.”
<http://www.dol.gov/odep/programs/promotin.htm>

- **Resources: Web Sites**

- The Abilities Fund
www.abilitiesfund.org

- CONTAC
<http://www.peershelpingpeers.org/>

- The Foundation Center
www.foundationcenter.org

- Opportunity Works
<http://www.opportunityworks.ca/aboutus.htm>.
- Center for Nonprofit Advancement
<http://www.nonprofitadvancement.org/>
- Resources: Web Sites, cont'd
- National Consumer – Supporter
Technical Assistance Center
(NCSTAC)
www.ncstac.org
- National Empowerment Center
www.power2u.org.
- National Cooperative Business
Association
<http://www.ncba.coop>
- National Mental Health Consumers'
Self-Help Clearinghouse
<http://www.mhselfhelp.org/index.ph>

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- Resources: Web Sites, cont'd
- RISE Program Fact Sheet. The Maryland State Department of Education, Division of Rehabilitation Services (DORS), Reaching Independence through Self Employment (RISE) Program.
[http://morristranen.typepad.com/ris/files/RISE fact sheet.doc](http://morristranen.typepad.com/ris/files/RISE_fact_sheet.doc).
- Small Business and Self-Employment Service (SBSES)
<http://www.jan.wvu.edu/sbses/>
- Resources: Web Sites, cont'd
- Social Security Work Incentive Programs.”
<http://www.abilitiesfund.org/entrepr>

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- Technical Assistance Center of the Depression and Bi-Polar Support Association
<http://www.peershelpingpeers.org/>